

## ORDER



Orders	Order / Rev:	717969 - 1	
	Alt Order #:	06349465	
	Product Desc:	OBAMA FOR AMERICA	
	Estimate:	1881 A	
	Flight Dates:	09/28/12 - 10/04/12	Primary AE:
	Original Date / Rev:	09/26/12 / 09/28/12	Sales Office:
	Order Type:	Political	Sales Region:
Agency	Name:	Greer Margolis Mitchell/ Pol	
	Buying Contact:	K Keuleman	Billing Type:
	Billing Contact:	3050 K St NW Washington, DC 20007	Billing Calendar:
			Billing Cycle:
Advertiser	Name:	Obama/D/President	Agency Commission:
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL-Presidential	Order Separation:
	Priority:	P-3	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/12	09/30/12	5	\$16,400.00	\$13,940.00
10/01/12	10/07/12	20	\$125,000.00	\$106,250.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	5	\$16,400.00	\$13,940.00	0.00
October 2012	20	\$125,000.00	\$106,250.00	0.00
Totals	25	\$141,400.00	\$120,190.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	09/28/12	10/04/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	2:00	2	\$8,000.00	P-3	0.00	NM	2	\$16,000.00
10 NEWS-11PM THE ABOVE TIME IS REPORTED IN MINUTES															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 09/28/12    10/04/12    MTWTF--    2    \$8,000.00    0.00															
2	WTSP	09/28/12	10/04/12	Letterman Late Night with David Letterman	CM	1135p-1237a	MTWTF--	2:00	2	\$2,800.00	P-3	0.00	NM	2	\$5,600.00
DAVID LETTERMAN THE ABOVE TIME IS REPORTED IN MINUTES															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 09/28/12    10/04/12    MTWTF--    2    \$2,800.00    0.00															
3	WTSP	09/28/12	10/04/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	2:00	3	\$3,600.00	P-3	0.00	NM	3	\$10,800.00
THE PRICE IS RIGHT THE ABOVE TIME IS REPORTED IN MINUTES															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 09/28/12    10/04/12    MTWTF--    3    \$3,600.00    0.00															
4	WTSP	09/28/12	10/04/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWTF--	2:00	2	\$3,600.00	P-3	0.00	NM	2	\$7,200.00
10 NEWS-NOON THE ABOVE TIME IS REPORTED IN MINUTES															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 09/28/12    10/04/12    MTWTF--    2    \$3,600.00    0.00															
5	WTSP	09/28/12	10/04/12		CM	5-530p		2:00	2	\$2,200.00	P-3	0.00	NM	2	\$4,400.00

Order / Rev: 717969 - 1  
 Alt Order #: 06349465  
 Flight Dates: 09/28/12 - 10/04/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA WTSP-TV  
 Estimate: 1881 A

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-530p 5-530p 10 News			MTWTF--								
10 NEWS-5PM NEWS THE ABOVE TIME IS REPORTED IN MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/28/12	10/04/12	MTWTF--		2			\$2,200.00			0.00			
6	WTSP	09/28/12	10/04/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWTF--	2:00	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00
10 NEWS-530P THE ABOVE TIME IS REPORTED IN MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/28/12	10/04/12	MTWTF--		1			\$2,200.00			0.00			
E 7	WTSP	10/01/12	10/04/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF---	2:00	2	\$4,000.00	P-3	0.00	NM	0	\$0.00
CBS EVENING NEWS THE ABOVE TIME IS REPORTED IN MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF---		2			\$4,000.00			0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>
		1	WTSP	10/01/12-10/07/12		CBS Evening News			630-7p			MTWTh-----	2:00	(\$4,000.00)	0.00
Credited															
		2	WTSP	10/01/12-10/07/12		CBS Evening News			630-7p			MTWTh-----	2:00	(\$4,000.00)	0.00
Credited															
8	WTSP	09/28/12	10/04/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MTWTF--	2:00	2	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
CBS THIS MORNING THE ABOVE TIME IS REPORTED IN MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/28/12	10/04/12	MTWTF--		2			\$1,600.00			0.00			
9	WTSP	09/28/12	10/04/12	M-F 9-930a 10 News, 9a@M 10 News, 9am	CM	9-9:30A	MTWTF--	2:00	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
10 NEWS EFF. 9/12/11 THE ABOVE TIME IS REPORTED IN MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/28/12	10/04/12	MTWTF--		2			\$800.00			0.00			
10	WTSP	09/28/12	10/04/12	M-F 930-10a Inside Edition	CM	930-10a	MTWTF--	2:00	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
MILLIONAIRE THE ABOVE TIME IS REPORTED IN MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/28/12	10/04/12	MTWTF--		2			\$800.00			0.00			
11	WTSP	09/29/12	09/29/12	Sat 6-630p Sat 6-630p 10 News	CM	Sat 6-630p	-----S-	2:00	1	\$1,600.00	P-3	0.00	NM	0	\$0.00
10 NEWS-NEWS AT 6P THE ABOVE TIME IS REPORTED IN MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1			\$1,600.00			0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>
		1	WTSP	09/24/12-09/30/12		Sat 6-630p			Sat 6-630p			-----Sa-	2:00	(\$1,600.00)	0.00
Credited [mg 16]															
12	WTSP	09/30/12	09/30/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	2:00	1	\$7,200.00	P-3	0.00	NM	1	\$7,200.00
10 NEWS-11P SU THE ABOVE TIME IS REPORTED IN MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1			\$7,200.00			0.00			
13	WTSP	09/30/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	2:00	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
CBS SUNDAY MORNING THE ABOVE TIME IS REPORTED IN MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1			\$4,000.00			0.00			

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Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1881 A

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																			
E 14	WTSP	10/04/12	10/04/12	Thu Prime B Person of Interest	CM	Thu 9-10p	---T---	2:00	1	\$36,000.00	P-3	0.00	NM	0	\$0.00																			
PERSON OF INTEREST																																		
THE ABOVE TIME IS REPORTED IN MINUTES																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 10/01/12	10/07/12	---T---	1	\$36,000.00	0.00																													
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Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																									
1	WTSP	10/01/12-10/07/12	Thu Prime B	Thu 9-10p	---Th---	2:00	\$36,000.00	0.00	NM																									
Credited																																		
15	WTSP	10/03/12	10/03/12	Wed Prime A Survivor: Philippines	CM	Wed 8-9p	--W----	2:00	1	\$32,000.00	P-3	0.00	NM	1	\$32,000.00																			
SURVIVOR																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 10/01/12	10/07/12	--W----	1	\$32,000.00	0.00																													
16	WTSP	09/29/12	09/29/12	Sat 730-8p Jeopardy	CM	Sat 730-8p	---S-	2:00	1	\$1,600.00	P-4	0.00	NM	1	\$1,600.00																			
10 NEWS-NEWS AT 6P																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 09/24/12	09/30/12	---S-	1	\$1,600.00	0.00																													
N 17	WTSP	10/04/12	10/04/12	Thu Prime A Big Bang Theory/Two and a Half	CM	Thu 8-9p	---T--	2:00	1	\$36,000.00	P-3	0.00	NM	1	\$36,000.00																			
PERSON OF INTEREST																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 10/01/12	10/07/12	---T---	1	\$36,000.00	0.00																													
N 18	WTSP	10/01/12	10/02/12	CBS Evening News CBS Evening News	CM	630-7p	MT----	2:00	2	\$4,000.00	P-3	0.00	NM	2	\$8,000.00																			
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 10/01/12	10/07/12	MT----	2	\$4,000.00	0.00																													

Totals 25 \$141,400.00